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University of Dayton

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UNIVERSITY of



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## NEWS RELEASE

### NEW TOOL HELPS GUIDANCE COUNSELORS KEEP ELECTRONIC EYE ON STUDENTS WHO'VE APPLIED TO COLLEGE

DAYTON, Ohio — The University of Dayton is using the power of the Internet to help high school guidance counselors keep an electronic eye on some of their college-bound seniors.

With a click of a computer key, Mike Homza, a college counselor at St. Edward High School in Lakewood, Ohio, taps into the University of Dayton's admission Web site and quickly discovers which of the 45 students who typically apply to UD from his school each year have been accepted — and who may still need to send in a transcript.

"Because we have a large number of applicants each year, I can now easily compare the list of applicants to our own database and see in a moment which students haven't requested that transcripts be sent. This makes it much easier to follow up with them," Homza said. "The University of Dayton has a well-deserved reputation in the guidance community for being innovators in the use of technology for college admissions. The counselor resource center should be used by all counselors."

The University of Dayton, which made headlines last year when it became the largest university in the country to require online applications for its first-year class, continues to introduce electronic innovations that helped it achieve its status as the top-wired university in Ohio and the 16th most-wired university in the nation, according to *Yahoo! Internet Life's* "Most Wired Colleges" issue.

LiquidMatrix Corp., a Buffalo-based Web design firm that specializes in college admission sites, designed the specialized software. "We're not aware of any other university in the country that has developed such a tool for guidance counselors," said Dave Marshall, founder and vice president for product marketing. "It's simple, secure and provides instant and convenient access to students' information."

When guidance counselors come to the University of Dayton's admission site ([admission.udayton.edu](http://admission.udayton.edu)), they click on the Guidance Counselor Resource Center link, where they can request access to their students' application status. They receive a user name and a

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password to log onto the site. Students from their high schools who have applied to the University of Dayton are listed along with their application status — accepted, denied, no decision yet or on a wait list. If they click on an individual's name, they see whether additional material is needed to complete the application.

"This is the wave of the future," said Suzanne Petrusch, director of marketing for enrollment management at the University of Dayton. "Now guidance counselors don't have to wait for the printed report, though we certainly will continue to do that for them, if they wish. This is another way of introducing the University of Dayton's technology-enhanced learning environment that their students will use. It's putting information at their fingertips that's available 24 hours a day, seven days a week. The early feedback from counselors has been very positive."

Mary Grimaldi, senior college counselor at Beaumont School, a Catholic Ursuline school for young women in Cleveland Heights, Ohio, said the tool reduces her stress level and helps her keep track of the application status of 20 students, or about 20 percent of the senior class. "I love the new counselor resource system. It allows me to keep track of my students' applications as well as find out much sooner whether or not they have been accepted," she said. "It is also helpful to have a comprehensive list of decisions at my fingertips as I work with up and coming seniors. Also, having my students apply online reduces my paperwork."

The University of Dayton introduced the electronic guidance counselor tool through letters and postcards to high school counselors around the nation. It's one of a number of electronic innovations geared to prospective students, who also receive tailored e-mail newsletters and customized Web sites — based on their interests. Before new students even set foot on campus, they take placement exams, sign up for classes and make new friends through UD's "virtual orientation" Web site. When incoming students moved into their residence halls, computers, fully loaded with the same software their professors use, await them.

The early signs for 2002 fall enrollment look promising. Applications are up 22 percent over last year at this time and are running 15 percent over 1999's record pace. Inquiries have increased 15 percent, and campus visits are running 6 percent over last year. For the past three falls, the University of Dayton has instituted a waiting list for admission to its first-year class.

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